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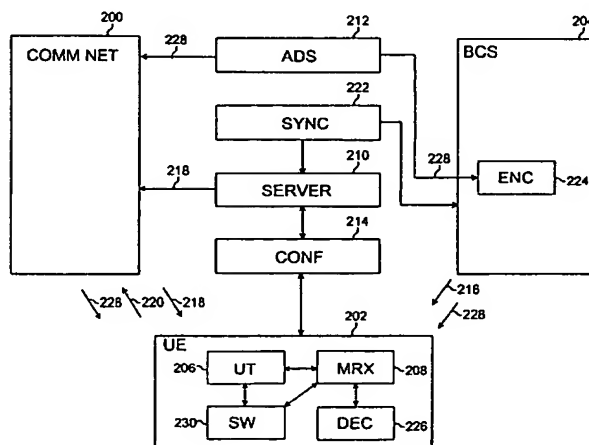
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(54) Title: **METHOD OF PROVIDING SERVICE FOR USER EQUIPMENT AND SYSTEM**



(57) Abstract: The invention is related to a method and a system of providing a service (218) associated with a media stream (216) for user equipment (202). The system comprises a server (210) connected to a communication network (200) for providing the service (218) using the radio interface of the communication network (200). The system further comprises a broadcast system (204) for providing the media stream (216.) Associating data for associating the media stream (216) with the service (218) is transmitted from the system to the user equipment (202). The associating data is received, and the system is configured to provide the user equipment (202) with the service (218) by using the associating data.

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